

have good marketing expertise from successfully selling bypass access in an intensely competitive business market segment. The major challenges for CAPs will be in the residential markets, where insufficient residential loops, lack of experience in providing switch-based services, low brand recognition, and relatively little expertise in marketing to the mass-market consumer segment will prevent substantial short-term market penetration.

### **Interexchange Carriers**

Long distance companies have the capital resources to construct and maintain new facilities, as well as brand name and marketing expertise to effectively capture business market share. They have been offering LEC-independent local services to business customers for years through CAPs, resold private access lines, and privately constructed access facilities. They also have the technical savvy to market data products to business customers in a solutions-oriented approach.

Some interexchange carriers (IECs) have been actively constructing local facilities. Ownership of local access and switching facilities, or strategic partnering to acquire the use of facilities, will position them with a strategic advantage in several ways. First, having local facilities allows an IEC to avoid purchasing potentially margin-poor wholesale services from the incumbent LEC. Second, IECs with their own facilities can bundle local and long distance services to provide "one-stop shopping" (the largest IECs are not able to offer bundled resold local and long distance services in a particular market as a result of the 1996 Act, which specifically bars such activity until the RBOCs are allowed to offer long distance services in that market). Third, an IEC can minimize or eliminate access charges paid to LECs for originating and terminating interexchange traffic by provisioning it on their own facilities or those of their partners. Last, IECs with excess capacity can recoup costs of the local infrastructure by targeting unwanted or low-margin markets through wholesale distribution channels. Resale of local services can also be a viable strategy if quick market entry is required or if construction of local facilities is risk- or cost-prohibitive. But margins may be lower, bundling is restricted, and any interexchange calls originating over resold local services will cost the IEC access charges.

Challenges in the business markets will come from competitive price pressure, mainly from resellers, as well as wavering customer loyalty (churn) in a highly competitive environment. The residential markets offer the largest opportunity for long distance carriers; they can leverage their substantial marketing muscle to attract new customers. They also possess the switching, networking, and billing expertise to provide quality service to a demanding public.

### **Local Exchange Companies**

RBOCs and independent local exchange companies (LECs) have a lot to lose in terms of local service market share. Yet they have a lot to gain as well given their entrenched base of loyal customers, their ownership of local facilities, and their ability to provide long distance services once competition develops in their local service area. LECs can recapture a significant proportion of lost market share to resellers through the wholesale pricing structures under the "discount off retail" concept. They can also recover a portion of lost revenue to facilities-based providers through sale of unbundled network elements where a significant economy of scale exists.

LECs have substantial capital resources for expansion into out-of-region, local services within alliances and strategic synergies with other products, such as wireless services. There is a lot the LECs can do to avoid losing relatively loyal customers who are typically resistant to change, especially in the residential markets, but they will be challenged to stay ahead of competitors through competitive intelligence and to develop marketing programs to prevent erosion of their customer base. The business markets are where LECs are likely to face the most challenges. Loss of market share may be substantial because of a historical dissatisfaction with monopoly pricing, regulatory constraints on pricing, and lack of marketing and technical sales expertise.

### **Cable TV Companies**

Cable TV (CATV) companies have an embedded base of residential customers who are connected to the company via an infrastructure that could potentially provide local voice service. The challenges for capturing residential local telephone market share in the short term are mainly technical; however, there are also business issues that must be resolved. Technically, the means of delivering higher-bandwidth, one-way, nonswitched analog TV signals does not lend itself well to providing the two-way, switched digital signals that characterize today's state-of-the-art voice and data telecommunications services. As a result, CATV providers must upgrade their networks to accommodate the new types of traffic. Other challenges are lack of marketing expertise and low customer loyalty. Business advantages include the ability to bundle local and long distance service, customer brand awareness, and the financial resources to upgrade networks or form strategic partnerships to compensate for weaknesses. For CATV companies to successfully target business customers, they will have to do so through strategically placed, high-volume network build outs, strategic partnerships, or resale of existing infrastructure.

### **Switchless Resellers**

Nonfacilities-based or "switchless" resellers have an opportunity to bundle resold local and long distance service, and have an established business customer base familiar with the advantages and disadvantages of buying from these providers. They also have the sales experience to penetrate former monopoly markets. They may be the first to capture market share, especially from price-conscious business customers. Their major challenge is that resold local service is relatively nonexistent, and the process by which LECs file wholesale rates with state public utilities commissions is still being ironed out. Without existing facilities, resellers' entry into local service markets will in large part depend on what margin of profitability is possible with the wholesale rate structures once they are approved. With resold interexchange services, private negotiations with nondominant carriers was the rule; resellers' profitability was subject to their ability to negotiate favorably with facilities-based providers without regulatory scrutiny. Local services will be a different matter. Rates will be very public and very equal. They may have to operate on razor-thin margins in order to capture business market share. Switchless resellers also lack the brand name, marketing expertise, technical sales skills, and customer loyalty of other more-savvy competitors. In the residential markets, resellers without a well-known brand affiliation or other strategic alliance will have a difficult time capturing significant market share.

## The Top Local Service Products

In Dataquest's opinion, strategic advantages and disadvantages will be significantly different for those competitors targeting business versus residential market segments. What follows is Dataquest's perspective of the local products with the highest potential for RBOC revenue at risk.

### Residential Voice Service

This includes basic service such as dial tone, local transport of voice traffic to switching facilities, basic local switching, intraLATA toll service, interexchange (IEC) access, directory assistance, emergency (911) services, custom calling features, and repair services.

### Business Voice Service

This includes basic service such as dial tone, local transport of voice traffic to switching facilities, basic local switching, intraLATA toll service, directory assistance, emergency (911) services, Centrex services, and interexchange access if not provided through an interexchange carrier or competitive access provider.

### Business Data Services

These include higher-bandwidth internetworking and network access products. Those that offer the greatest revenue potential are leased lines (DSO through T3), integrated services digital network (ISDN), frame relay, and Asynchronous Transfer Mode (ATM).

## Dataquest Predicts

The state of flux in local telecommunications is just beginning. In the business markets, Dataquest predicts that CAPs and IECs will be the greatest beneficiaries. This is mainly because of the CAPs' strategically focused facilities and ability to bundle local and long distance services and the IECs' capital resources, marketing expertise, and technical sales skills. Resellers may also realize rapid market penetration with business customers through quick market entry via resale contracts and strong sales skills applied to a bundled product offering. In residential local markets, IECs have the most strategic advantages, including unmatched expertise in packaging and marketing telecommunications products in the mass market, household brand names, and ample capital resources for construction of residential facilities, negotiation of strategic partnerships, or bulk purchase of wholesale services for resale.

### For More Information...

Eileen Healy, Principal Analyst ..... (408) 468-8207  
Internet address ..... ehealy@dataquest.com  
Via fax ..... (408) 954-1780

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Question  
Exhibit  
6..

# WHEELING SPORTS

27-Feb 1993

Wheeling

Price: \$2.50

**Hope vs. Calvin:  
The Rivalry**

**Mike Knuble adapts  
to the pro game**

**Floyd Mayweather, Jr.  
goes for the gold**

**Mackers have  
a Big 10 flavor**

**On the run  
with Brian Diemer**

On the run

Olympic Dream

Top Wing

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# IHL Showcase

## New team wins in "Name Game"

**G**rand Rapids' new International Hockey League franchise finally has a team name and a logo. So now, West Michigan Hockey, Inc. can proceed to more pressing matters, such as putting the finishing touches on its management team, building a roster, and marketing tickets and merchandise.

### Over 3000 Entries

"Griffins" was selected from over 3,000 entries submitted by area sports fans during a contest conducted during the summer months. Eight local fans chose the name, which depicts a Greek mythological creature with the head and wings of an eagle and the body of a lion. In Greek mythology, the griffin was the guardian of gold.

### Brave, Noble

"The animal represents bravery, nobility, strength, and swiftness—characteristics synonymous with athletic teams," says David VanAndel, chairman of West Michigan Hockey Inc.

### The logo

was designed by the New York firm Sean Michael Edwards Design, Inc., which specializes in athletic logos. SME has designed logos for the Se-

attle Mariners and more recently the NBA Toronto Raptors and NHL Florida Panthers.

### Good Logo is Key

"We've spent a great deal of time and energy developing what we believe will become one of the most appealing marks in professional sports."

The Griffins will open play this fall in Grand Rapids' new downtown arena. The arena, located south of Fulton Avenue in downtown Grand Rapids, will seat approximately 11,000 for hockey and is scheduled to be completed in time for the upcoming season.

### 21 IHL Franchises

The Griffins join the new yet-unnamed Quebec City franchise in the rapidly growing IHL, which will now have 21 franchises.

Quebec has been without a professional hockey team since the NHL Nordiques relocated to Denver prior to the current season.

The Greater Grand Rapids market, without an IHL team since the Owls disbanded in 1980, compares favorably with other IHL markets. It is the 45th largest market in terms of metropolitan area population in the U.S. with nearly 1 million residents.

Naturally, IHL commissioner Bob Ufer is excited about the new team.

"The new state-of-the-art downtown arena, combined with a strong corporate base and solid business growth, makes Grand Rapids a great market for the IHL."



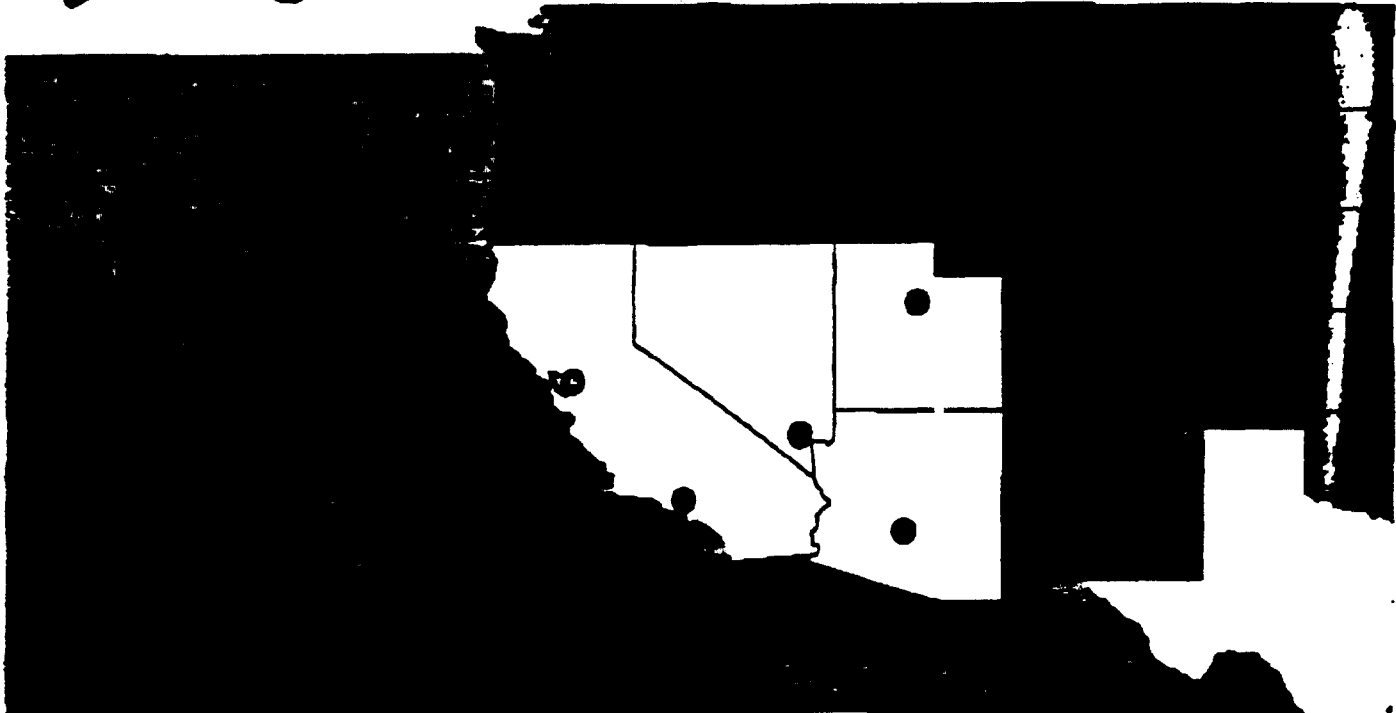
says Daniel G. DeVos, president and CEO of West Michigan Hockey Inc. "We're now ready to preparation for our inaugural season."



# Griffins put Grand Rapids






The Grand Rapids Griffins will join the International Hockey League (IHL) for the 1996-97 season, along with the league's only Canadian franchise, Quebec City. The two new teams will bring the IHL's total to 21 franchises.

The IHL has changed considerably since the Grand Rapids area's last entry, the Owls, disbanded following the 1979-80 season. Once comprised predominantly of Michigan teams, the IHL now has franchises in such lucrative markets as Los Angeles, San Francisco, Las Vegas, Houston and Phoenix.








## Western Conference





### Midwest Division

1.  **Chicago Wolves**  
City (Pop.): Chicago, IL (2.8 million)  
IHL Affiliation: Independent  
Arena (Cap.): Rosemont Horizon (18,000)  
Joined IHL: 1994  
Head Coach: Dave Lesh
2.  **Kansas City Blades**  
City (Pop.): Kansas City, MO (432,000)  
IHL Affiliation: San Jose Sharks  
Arena (Cap.): Sprint Arena (15,771)  
Joined IHL: 1993  
Head Coach: Joe Nolley
3.  **Milwaukee Admirals**  
City (Pop.): Milwaukee, WI (428,000)  
IHL Affiliation: Independent  
Arena (Cap.): Bradley Center (18,500)  
Joined IHL: 1977  
Head Coach: Phil Walt
4.  **Minnesota Mavericks**  
City (Pop.): Minn. St. Paul, MN (445,000)  
IHL Affiliation: Independent  
Arena (Cap.): Civic Center (15,000) and Xcel Center (14,000)  
Joined IHL: 1994  
Head Coach: Faye Serfaty
5.  **Piares Rivermen**  
City (Pop.): Piam, IL (714,000)  
IHL Affiliation: St. Louis Blues  
Arena (Cap.): Civic Center (8,070)  
Joined IHL: 1992  
Head Coach: Phil MacLean

### Southwest Division

1.  **Los Angeles Ice Bays**  
City (Pop.): Los Angeles, CA (3.5 million)  
IHL Affiliation: Independent  
Arena (Cap.): LA Memorial Sports Arena (17,000)  
Joined IHL: 1993 (formerly San Diego)  
Head Coach: John Van Buren
2.  **Las Vegas Thunder**  
City (Pop.): Las Vegas, NV (462,000)  
IHL Affiliation: Independent  
Arena (Cap.): Thomas & Mack Center (17,500)  
Joined IHL: 1993  
Head Coach: Greg Matthews
3.  **San Francisco Spiders**  
City (Pop.): San Francisco, CA (1.5 million)  
IHL Affiliation: Anaheim Mighty Ducks  
Arena (Cap.): Cow Palace (11,400)  
Joined IHL: 1995  
Head Coach: John Paves
4.  **Salt Lake City**  
City (Pop.): Salt Lake City, UT (198,000)  
IHL Affiliation: New York Islanders  
Arena (Cap.): Delta Center (18,000)  
Joined IHL: 1994 (formerly Denver)  
Head Coach: Brian Boring
5.  **Phoenix Roadrunners**  
City (Pop.): Phoenix, AZ (1 million)  
IHL Affiliation: Los Angeles Kings  
Arena (Cap.): Veterans Memorial Coliseum (18,000)  
Joined: 1997  
Head Coach: John Vander Schaap


### Northern Division

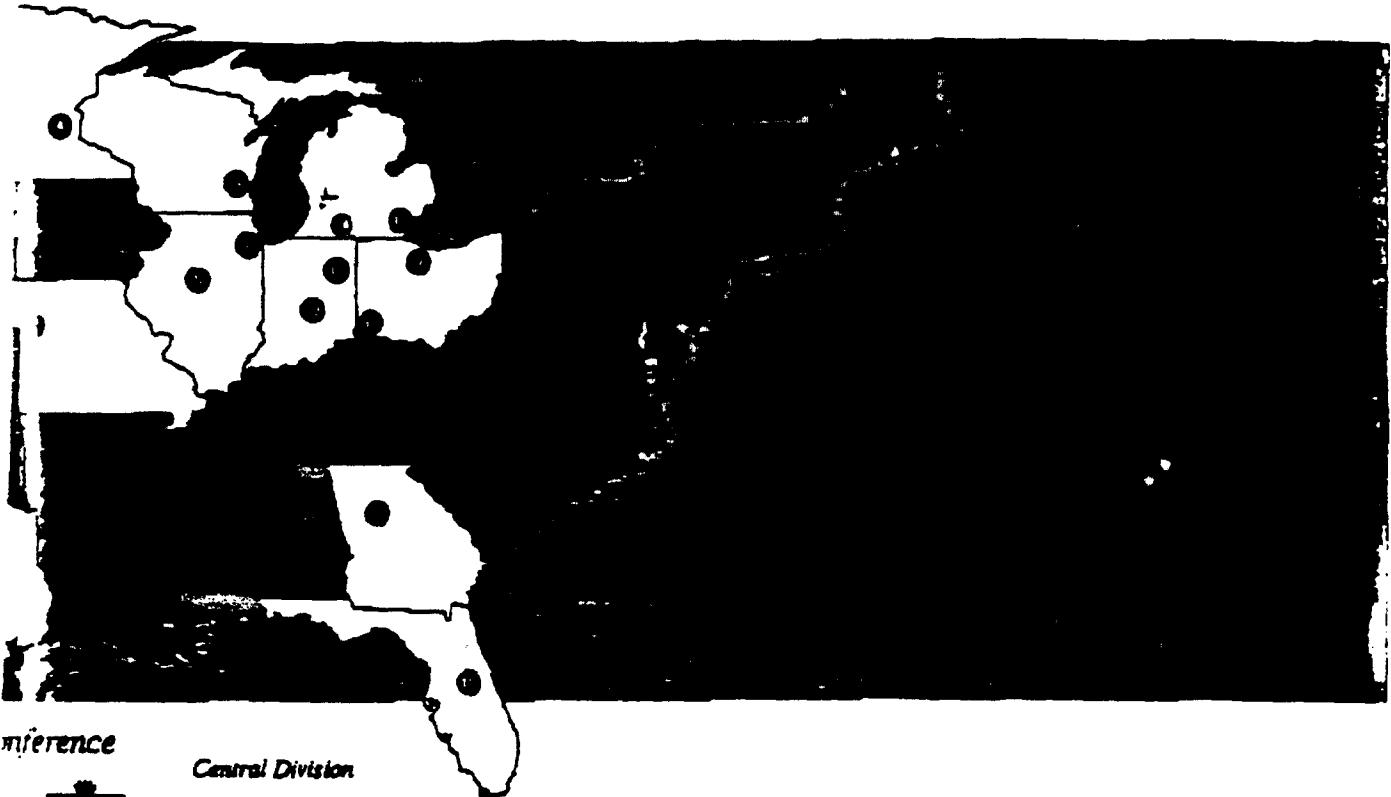
1.  **Cleveland Crusaders**  
City (Pop.): Cleveland, OH (364,000)  
IHL Affiliation: Florida Panthers  
Arena (Cap.): Gundlach Arena (10,300)  
Joined IHL: 1992  
Head Coach: Ron Smith
2.  **Fort Wayne Komets**  
City (Pop.): Fort Wayne, IN (172,000)  
IHL Affiliation: Independent  
Arena (Cap.): Allen Cy. War Memorial Coliseum (8,000)  
Joined IHL: 1992  
Head Coach: Dave Porter
3.  **Indygnite**  
City (Pop.): Indianapolis, IN (467,000)  
IHL Affiliation: Chicago Black Hawks  
Arena (Cap.): Market Square Arena (16,000)  
Joined IHL: 1993  
Head Coach: Bob Ferguson
4.  **Michigan K-Wings**  
City (Pop.): Kalamazoo, MI (68,000)  
IHL Affiliation: Dallas Stars  
Arena (Cap.): Wings Stadium (11,200)  
Joined IHL: 1994  
Head Coach: Ken Hitchcock

# Teams on the IHL Map








Once the Griffins takes the ice in Grand Rapids' new 11,000-seat arena, the IHL will have three Michigan-based teams, including the Michigan (formerly Kalamazoo) K-Wings and the Detroit Vipers.

It is difficult to overstate the recent success of the IHL. The number of teams has nearly doubled since the 1987-88 season, and average attendance has risen from 2,942 per contest to 8,261 during the past 10 seasons. The IHL truly offers hockey excitement from coast to coast, and now Grand Rapids boasts one of its finest franchises. 



## Reference

### Central Division

- 
  - 1 Atlanta Knights
  - City (Pop.): Atlanta, GA (394,000)
  - NHL Affiliation: Tampa Bay Lightning
  - Arena (Cap.): The Omni (14,500)
  - Joined IHL: 1988
  - Head Coach: John Pardy Jr.
- 
  - 2 Cleveland Lumberjacks
  - City (Pop.): Cleveland, OH (600,000)
  - NHL Affiliation: Pittsburgh Penguins
  - Arena (Cap.): Gund Arena (18,500)
  - Joined IHL: 1989 (formerly Mustangs)
  - Head Coach: Phil Pritchard
- 
  - 3 Detroit Vipers
  - City (Pop.): Detroit, MI (7 million)
  - NHL Affiliation: Indianapolis
  - Arena (Cap.): The Palace (20,000)
  - Joined IHL: 1991
  - Head Coach: Phil Gault
- 
  - 4 Houston Aeros
  - City (Pop.): Houston, TX (1.6 million)
  - NHL Affiliation: Indianapolis
  - Arena (Cap.): The Summit (15,000)
  - Joined IHL: 1991
  - Head Coach: Terry Ruskowski
- 
  - 5 Orlando Solar Bears
  - City (Pop.): Orlando, FL (194,000)
  - NHL Affiliation: Indianapolis
  - Arena (Cap.): Orlando Arena (11,000)
  - Joined: 1991
  - Head Coach: Curt Fraser

The employees of AT&T join all West Michigan hockey fans in wishing the very best to our own IHL Grand Rapids Griffins.

It's exciting to see West Michigan grow in size, facilities, and entertainment opportunities. With the completion of new arena in downtown Grand Rapids, the dropping of the puck at center ice next October, will give us all occasion to celebrate another milestone in our city's rich and colorful history.

Meanwhile, AT&T also plans to play an important role in the growth of this area. From quality long-distance service to the latest technology applied to home and business telephone systems, we will be working hard to win your business.





# Blocked.

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dial 1 8 0 0  
C A L L  
A T T<sup>®</sup>

# Never Blocked.

Whether calling across town<sup>\*</sup>  
or across the country, your  
card calls always get through,  
if you Know The Code.<sup>™</sup>



**AT&T**

Your True Choice



Question 6

Exhibit 6-36

# City to hook up with new phone company

By JOANNE BAILEY

U.S. Signal is in and Ameritech is out.

That was the decision made by the East Grand Rapids City Commission Monday night when commissioners voted unanimously to follow a recommendation made by City Manager Brian Donovan to switch phone companies.

Donovan said after receiving information on a voice mail system, U.S. Signal Corporation approached the city about telephone service. U.S. Signal has been able to provide local telephone service since September 1993, Donovan said.

After doing some price comparisons between Ameritech and U.S. Signal, staff recommended the switch since it would save the city about \$12,468.48 per year, Donovan said.

"I think we all are used to dealing with Ma Bell in some way, shape or form, but we have had U.S. Signal at my office and have been quite happy with the service," said Third Ward Commissioner James Frickie.

First Ward Commissioner Cindy Hartman said during the life of the contract, which is four years, the city is expected to save around \$50,000, which is a "substantial" savings.

The city's existing contract with Ameritech expires May 31, 1996. The U.S. Signal contract will start June 1, 1996.

The city will pay \$2,214.45 per month for the phone service to all of its municipal buildings. With Ameritech, the monthly bills were around \$3,253.49. There also is a one-time installation charge of \$2,060 for U.S. Signal.

Donovan said the city may see all cost benefits through the implementation of a voice mail system and improvements to the city's existing telephone system. Also, U.S. Signal has offered to install a fiber optic cable to the city's streets and utilities building at no charge, Donovan said. This move could save the city as much as \$36,000 if fiber optic cable was decided upon for the city's proposed computer network system, he said.

F.Y.I.  
DAVE FRIDSMAN  
111P  
GR NORTH

3530 Canton Ave SE  
Bldg A  
GR Rapids 49508  
52331000  
416-4467245

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The Grand Rapids Press, May 9, 1995, Page D5

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Choice is great

Choice is great

Choice is Grand

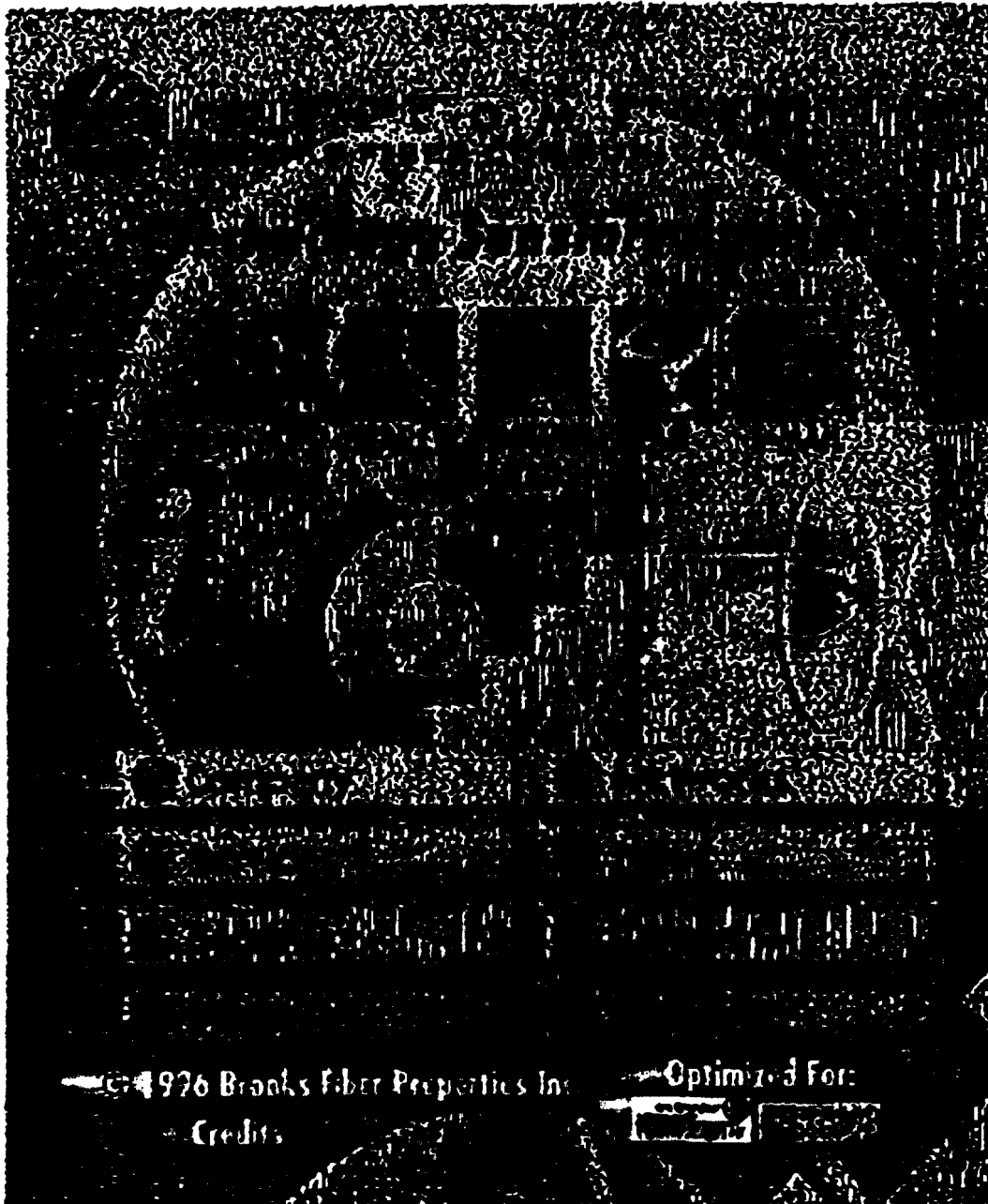
**We were Grand Rapids to be one of the first  
cities in the nation to have AT&T as a choice for local calls.**

**Western Michigan may be one of the last areas in the nation to have  
a choice to use AT&T for local calls. And, we all know choice in long-distance  
has brought better service, lower international and better values.  
It will take a little time to get things in place here, it is our hope, that in the near  
future the company that now connects you to people around the world  
will be able to connect you to people around the corner.**

**For local calls, use**



**AT&T**  
**Your Two Choices**

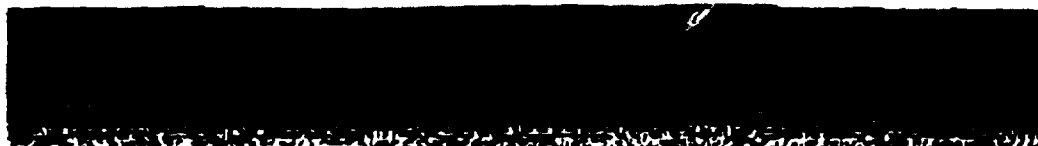


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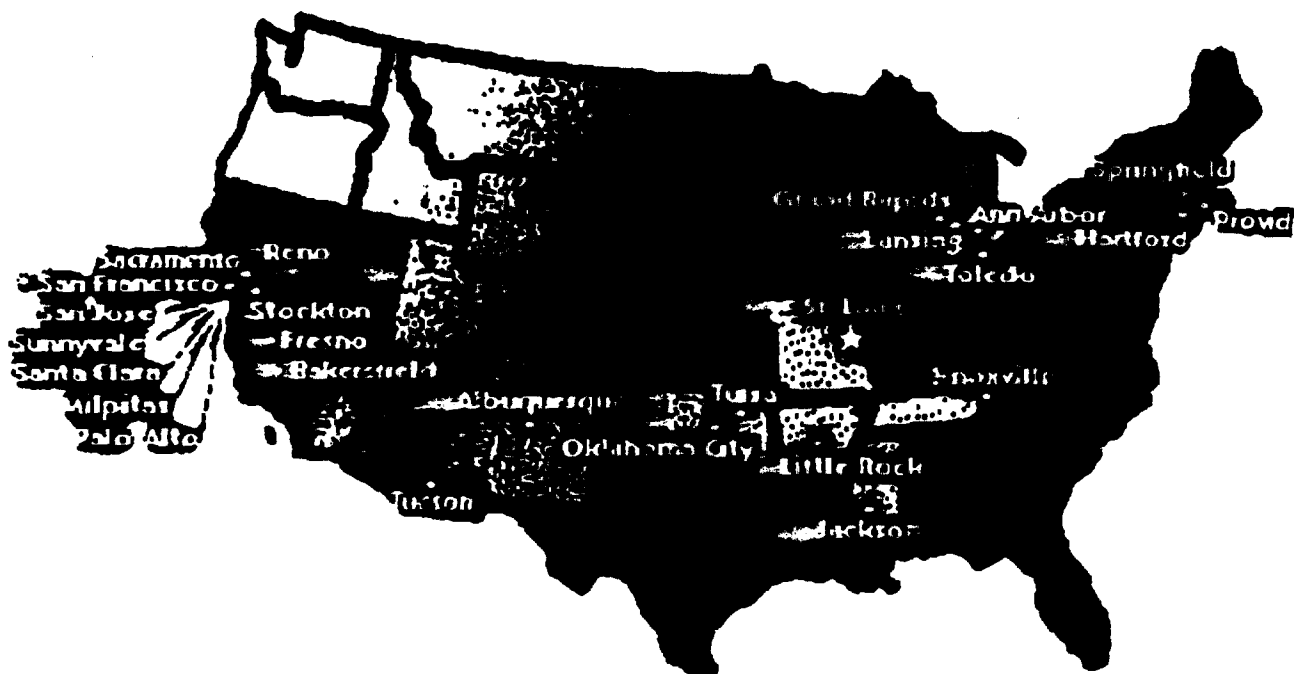
L-BAL



NORE



→ Brooks Fiber U.S. Networks



Facility Management (201)



### US SIGNAL CORPORATION'S NETWORK GENERAL DESCRIPTION

The public network of US Signal is a combination of owned and leased facilities.

US Signal currently owns two switches in Michigan, and one in Indianapolis. A partnering relationship exists with ATS Network Communications for a switch in Memphis, TN. The switches in Memphis and Indianapolis are Northern Telecom DMS 250's. The Grand Rapids switch is a Northern Telecom DMS 500. The Detroit switch is a DEX 400 and scheduled to be replaced with a Northern DMS 250 by the end of 1994.

The leased facilities are the facilities used to originate and terminate long distance traffic. US Signal has long term lease agreements for fiber capacity throughout the country from a variety of vendors. The fiber suppliers are evaluated based upon redundancy, diversity, capacity, response time, and pricing. The primary fiber vendors are: MCI, Wiltel, DCG long distance/CTCI, Consolidated Communications, Teleport and AT&T.

The general design of the network is a DS3 fiber backbone to major fiber centers across the country. From these centers, the network is scaled down to each LATA via either DS3 or DS1 to originate and terminate traffic in conjunction with the local exchange networks. Through the use of a variety of vendors and fiber routers US Signal is able to provide redundant fiber paths to assure the completion of phone calls as well as private line connections via DS1 access comprised of twenty four (24) 64kbs channels.

US Signal uses a network management system which tracks major failures, such as T-1 outages, on the network. Unless otherwise engineered, the affected T-1 can be remotely tested via a SARTS test port in a digital cross connect system or DACS. The point of T-1 failure can be identified and referred out to the proper repair center. In addition to network circuit alarms, basic telemetry information such as low and high temperature, heat, smoke, and intrusion alarms are specifically coded and transmitted for immediate action.

If you have any further questions please contact Larry VanderVeen, E V P of Operations, US Signal Corporation at 1-800-968-2222.

MPSC Case No. 411104 Attachment A  
Questions

Exhibit 6.3:

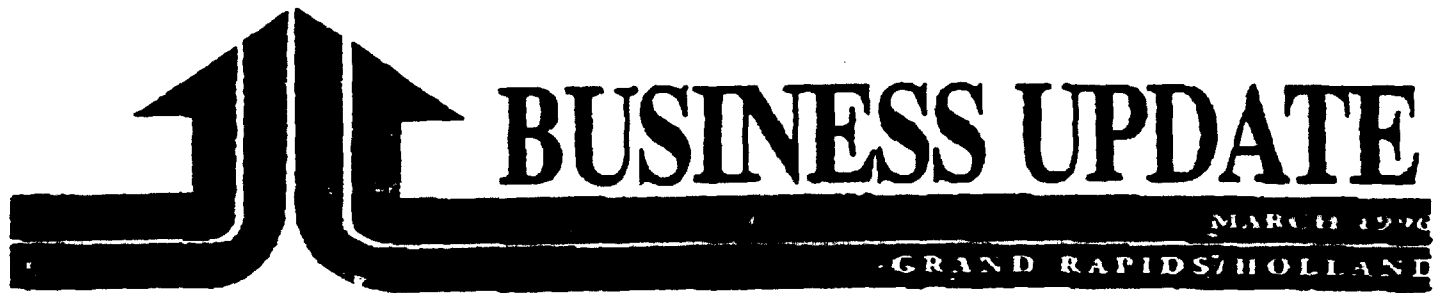
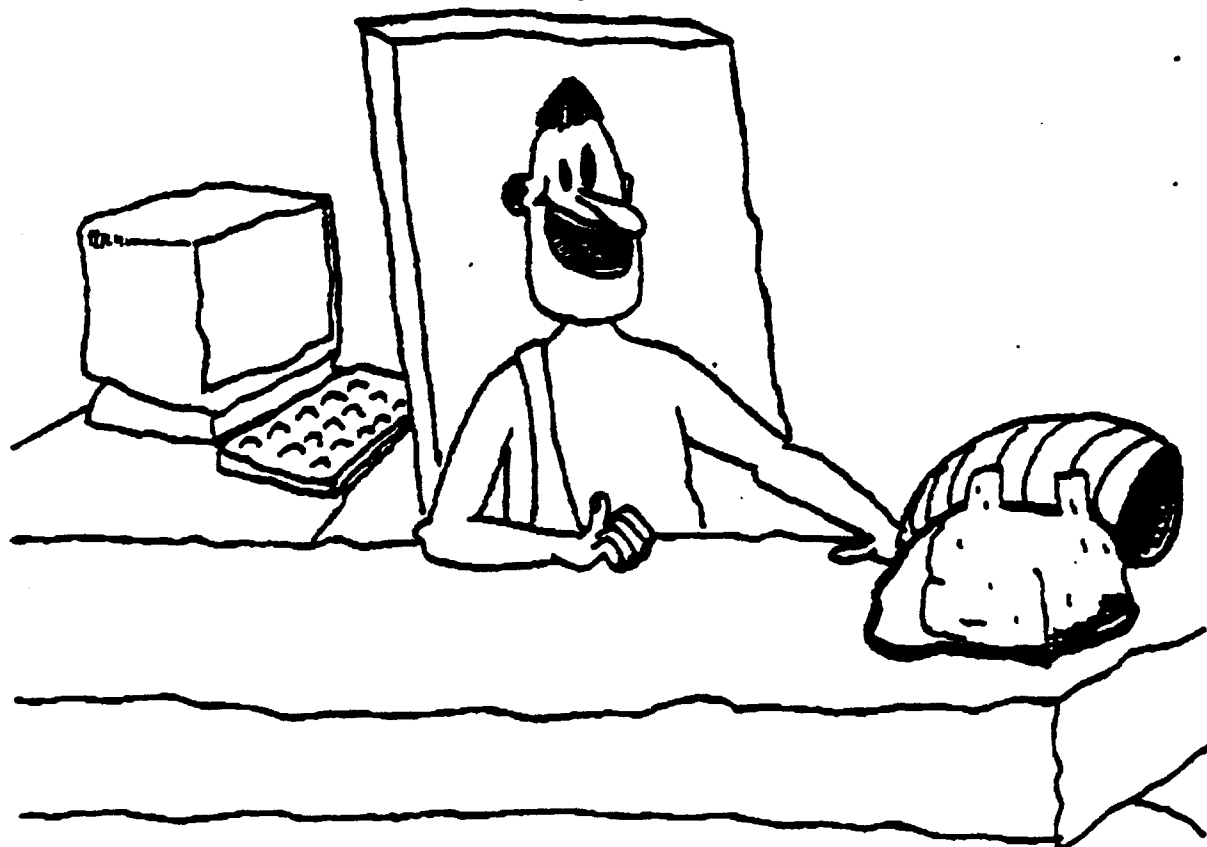


Exhibit  
6.36

Hi there!  
The name's Chet, Chet VanStone;  
and I wanna fill ya  
in on a coupla' things.



**First; this ain't Chicago. Now I know that *you* understand that, but Ameritech is under the impression that it is. Ask me why?**

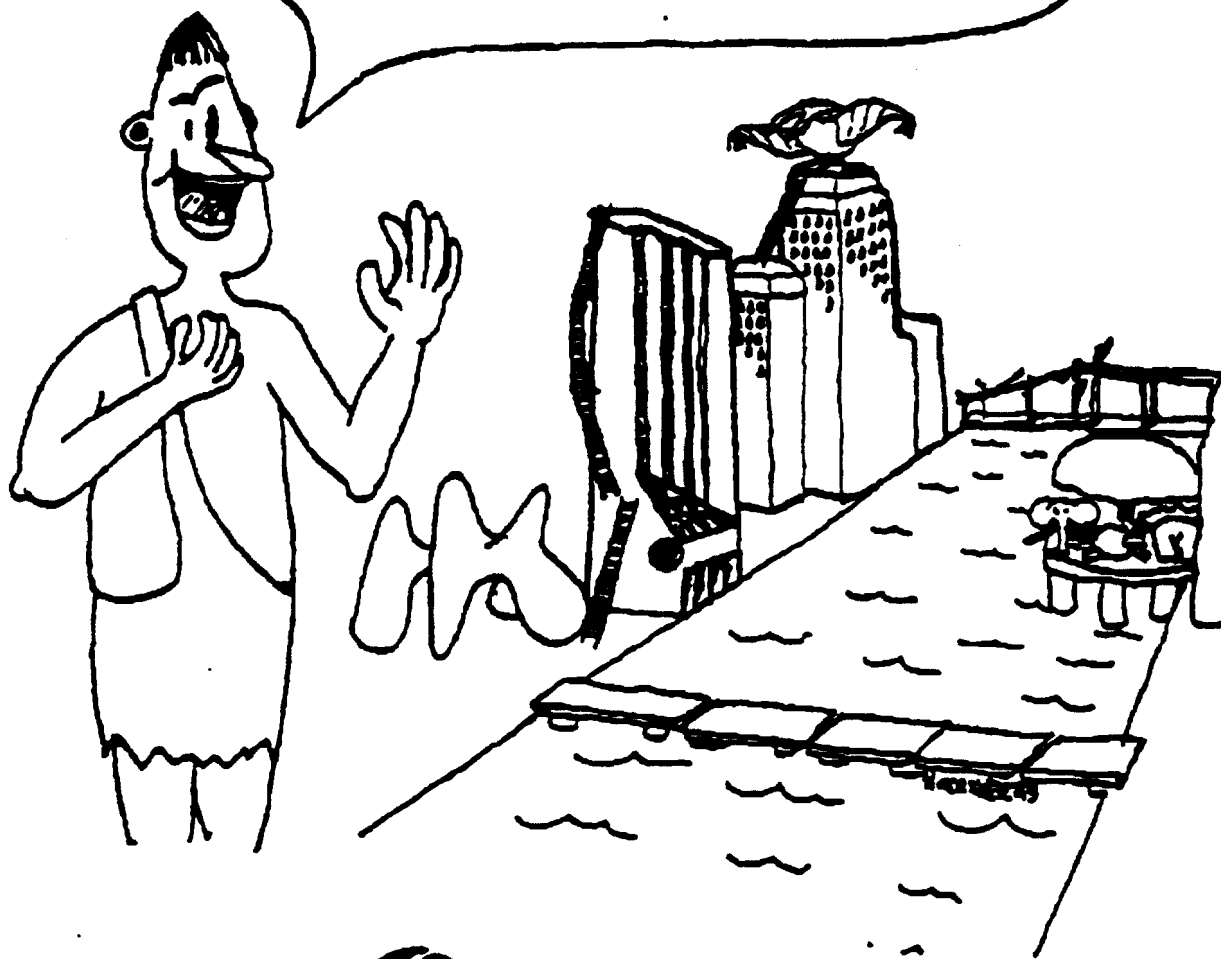


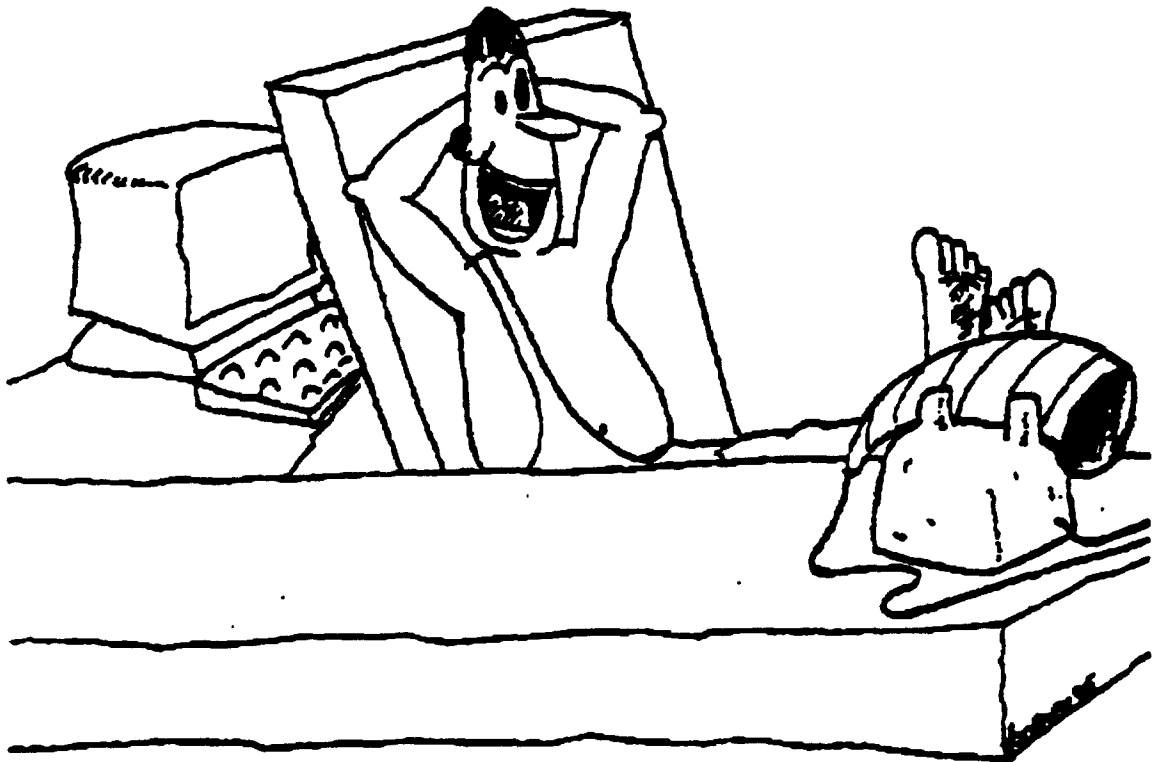


Exhibit  
6.3

Why? Ameritech is claiming to be  
your *local phone company*. Now I'm  
no genius but I do know that  
Ameritech is based in Chicago.  
Hardly local. Unless...there's a  
Chicago, Michigan?



**Hey, relax. There is a local phone  
company right here in Grand Rapids.  
Brooks started here and is growing  
here. Brooks ...  
Now that's local**



**(616)-224-4200**

The  
**B E S T**  
t h i n g   t o   h a p p e n  
IN  
**G r a n d   R a p i d s**  
since  
well..the last thing

Brooks Fiber Communications is proud to announce the arrival of Local Access Telephone Service to the Grand Rapids area. We have been working hard to bring your business the clearest signal possible with the best service available. To find out how you can benefit from this exciting new development, please call us at 1-800-224-4200.

**(616)-224-4200**



**BROOKS**  
FIBER COMMUNICATIONS

**Ameritech**

# News Clips

The Grand Rapids Press, October 9, 1994, Classifieds Section

At US Signal Corporation, our goal is to be the foremost telecommunications service provider in the areas we serve. We plan on accomplishing this by combining local, long distance and enhanced call processing capabilities.

Our continued growth and success have created excellent opportunities for effective communication in print ads in our Grand Rapids & Southfield, MI offices.

## Major Account Executive (Ext. 831)

- Background in Sales, Telephony & Data Networking
- Solution selling to major accounts

## Technical Marketing Consultant (Ext. 791)

- Data Networking & Telephony background
- Provide technical sales support for customer education
- Participate in trade shows

## Public Telephone Sales (Ext. 411)

- Strong background in Sales & Telephony
- Public telephone sales experience preferred

## Centrex Applications Representative (Ext. 810)

- Expertise in converting customer requests into Centrex applications
- Local exchange experience required

## Project Engineer (Grand Rapids office only) (Ext. 813)

- Project engineering experience in the telecommunications industry
- Ability to work on diverse projects relating to communications systems & technologies

TO APPLY, call our 24 hour electronic job application system which is available 7 days a week providing a job description and application process by touch-tone phone only. Application deadline is October 23, 1994. Direct calls to US Signal Corporation will not be accepted unless specifically requested.

**1-800-746-6277**

US Signal Corporation offers a competitive wage plan & generous employee benefits package that includes a company-matched 401(k) savings and investment plan.

Equal Opportunity Employer

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CORPORATION

Advanced communications. Clear and simple.

Exhibit

6.42

NOW YOU CAN  
BENEFIT FROM

# LOCAL PHONE SERVICE COMPETITION

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## HERE'S WHY:

### BETTER CUSTOMER CARE

- 24 hours a day, 7 days a week, we're here.
- Whatever it takes to keep you satisfied, we'll do it.
- Because if you're not satisfied, we know Ameritech is only a phone call away.

### LOWER YOUR COMMUNICATIONS COST

- Save up to 20% on monthly line charges.
- Save up to 50% on enhanced features.
- Savings on local, zone, and toll calling.

### IMPROVE YOUR PRODUCTIVITY

- Increase your business productivity and improve your existing phone service with new enhanced features like Voice Mail, Call Forwarding, and Conference Calling.
- Other innovative approaches like combining voice, data & video, can make improvements where it counts ... on the bottom line.

### SIMPLICITY

- One point of contact.
- One stop shopping.
- Easy-to-read invoices.
- You'll have more time, and after all, time is money.

### WE KNOW YOUR MARKET

- Founded in West Michigan and operated here for over ten years.
- As one of Michigan's fastest growing and most respected telecommunications companies, we understand the market and can provide your business with the communications solutions that will help you succeed.

### NEW IDEAS

- Creative solutions.
- The first local telephone service competitor Ameritech has ever faced.
- For your business success, US Signal ... Advanced Communications. Clear and Simple.

# A WELCOME CHOICE US SIGNAL

Until now, you've never been able to choose your own local phone company. Now, for the first time in history you have a choice! And that choice is US SIGNAL, the first company in the country to compete with Ameritech for local phone service.

## WE'RE KNOWN BY THE COMPANY WE KEEP

*"Their people know their business... they also know me by name, we trust them."* - Kevin Post

**Airway Oxygen, Inc.**

Nearly 20,000 businesses continue to trust US Signal with their long distance service. They rely on our ability to provide them, day in and day out, with the highest quality technology and service. Now we are bringing the same high quality and customer care to local phone service. Our customers trust us. We value that trust. We'll earn yours.

## WE EXCEL AT CUSTOMER SERVICE

*"They are very responsive... always available no matter what time of day."*

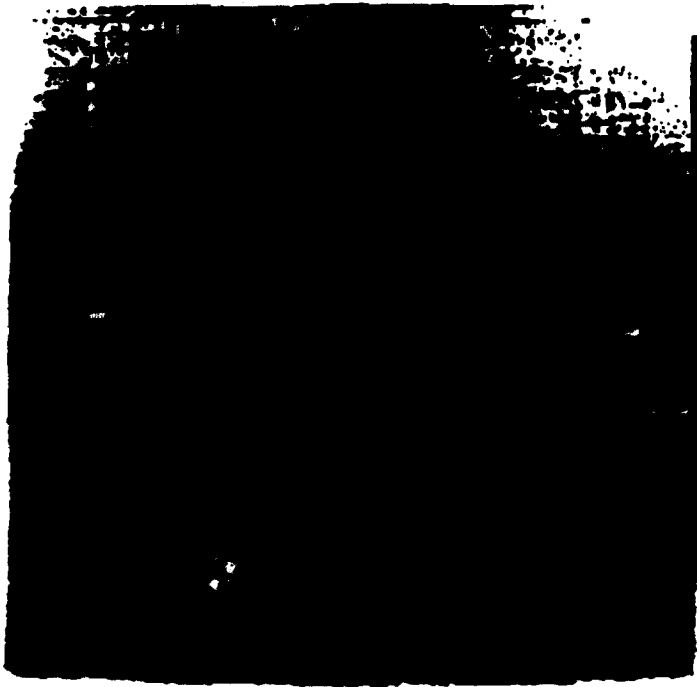
**Barbara Patten**

**White & White Pharmacy, Inc.**

24 hour a day customer care. Well trained and concerned customer representatives. A local company who considers your satisfaction our highest priority. All of these things and more are why we are so successful at satisfying customers in the highly competitive long distance market. We are used to competition and know that our best weapon is serving our customers better than the alternatives. Our customers are important to us. You can count on the fact that we'll consider you important too.

Question 6

Exhibit 6.45



## WE KNOW YOUR MARKET

*"They make it a point to work with me to help us be more productive."*

*Sandra Wilcox  
Wilcox, Inc.*

We are a West Michigan Company with West Michigan roots. We know this market, it's our market too, and we know the factors that affect you every day. We know the business climate. We know the people. And that makes us very good at providing your business with the best advice on local phone services. Our customers depend on our knowledge, so we give them the information they need when they need it. We are ready to make our knowledge your business asset.

## QUALITY TECHNOLOGY QUALITY PEOPLE

*"Their systems and technology are very reliable... their people care about my business."* - David VanRensselaer

*Burma Electronic Distributing, Inc.*

At US Signal technology is a given. We spare no expense to install the most advanced communications technology available today. Our engineers work tirelessly to provide our customers with all that telecommunications has to offer. However, quality technology is only useful if quality people are part of the equation. Our people are used to providing creative solutions to your business needs. That's why our customers believe we're different. Our customers know that our people really care about them. We demonstrate it to them every day. We're sure you'll see the difference too.

## COMPETITIVE SERVICE COMPETITIVE PRICES

*"We've found no better combination of price/value."* - Tom Halvorsen  
*Reformed Bible College*

Competitive prices and quality of service have always been US Signal's trademark. With local phone service we offer your business Standard and Digital Business Lines, Direct Inward Dialing, and ISDN (PRI). We'll also be bringing you advanced call features like Call Forwarding, Call Waiting, Caller ID, Voice Mail, Conference Calling, and many, many others. With competition finally here you can be sure that we'll give our customers what they want and need. We always accomplish what we set out to do. We think you'll soon agree.



## **US SIGNAL SERVICES**

- Standard Business Line Service
- Digital Business Line Service
- ISDN-Primary Rate Interface (PRI)
- Direct Inward Dialing Service (DID)

## **ADVANCED FEATURES**

- Voice Mail
- Call Forwarding
- Call Waiting
- 3-Way Conference Calling
- Caller ID

## **INTEGRATED SERVICES**

- Local Calling
- Long Distance Calling
- Dedicated Voice/Data Lines
- Directory Assistance Service
- White Pages Directory Listings

## **RISK FREE**

- Keep Your Present Number
- Free Installation (limited time only)
- Transparent Conversions
- We Work Directly With Your Equipment Vendor
- Self-Healing Fiber Optic Network

**If you're not satisfied with US Signal's quality  
or level of Customer Care,  
we'll pay your way back to Ameritech  
anytime in your first year of service.**